

Managing Your “Brand” - Establishing Your Online Identity

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What is a “brand”? It’s purpose?

Noun:

a kind or variety of something distinguished by some distinctive characteristic

a mark made by burning or otherwise, to indicate kind, grade, make, ownership, etc.



Characteristics of a brand / logo

Consistent & Pervasive

Looks the same every time

Associated with all products

Appears in appropriate places

Has a brand manager



Brand “You”



Your name or picture

Your products / research

Your places / profiles

“You” are your own brand manager

Name looks the same every time

Spell it out in full, use initials - Sheila W. Green

Pick a name to publish under and stick to it

If you're taking on a spouse's name, consider hyphenating or adding on the new name

Correct name mistakes before publication

Shelia, Shiela, Sheela, Shelah, Shelagh, Greene, Greun

Your known products

Peer-reviewed publications / articles

Posters & abstracts

Presentations

Web page content

Syllabi, lecture materials

Reports or white papers

Data

Etc.

Identity Placement – Find “Right Fit”

facebook

twitter 

LinkedIn 

“World’s Largest Professional Network”

ResearchGate

“Discover scientific knowledge...”



“Join 39,843,925 Academics...”

Product Linking and Tracking

Minimum



Citations Profile



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Co-authors [View all...](#)

[Patrick Louchouart](#)

[Paul M Bertsch](#)

Title	1-20	Cited by	Year
Characterization of dissolved and colloidal organic matter in soil solution: a review.	BE Herbert, PM Bertsch, WW McFee, JM Kelly Carbon forms and functions in forest soils., 63-88	136	1995
Pyrene sorption by water-soluble organic carbon	BE Herbert, PM Bertsch, JM Novak Environmental science & technology 27 (2), 398-403	112	1993

Tips for **your** profile:


DO NOT allow Google Scholar to automatically add or update articles

Items can be added manually

Examples: article citations, works on the open web in TAMU's

[OAKTrust](#), [SlideShare](#), or elsewhere

ORCiD.org


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LATEST NEWS

Fri, 2016-07-29
Announcing Peer
Review Week 2016

Wed, 2016-07-20
We need your input:
ORCID in book
workflows

Mon, 2016-07-18
Announcing your
new, improved
ORCID record!




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Open Research and Contributor ID

- 16-digit random number unique to you
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- Free – not-for-profit / not aggregating your data
- Private (or not) – you have full control
- Links with different platforms, databases, publishers, funding agencies, universities and professional associations for one or two-way updates that you control

Like Who?

nature publishing group 


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Start here.

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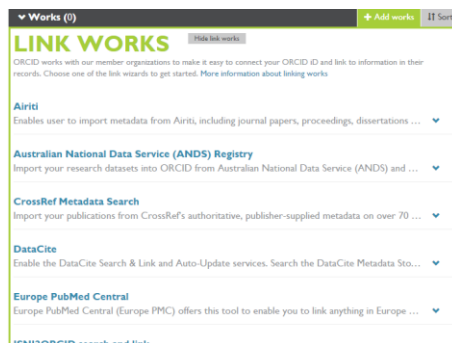
Science


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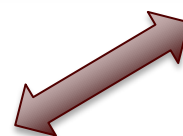
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Provide the number to publishers, funders and potential employers

Brand “You” – consistent and pervasive

- Consistent name format, ORCiD
- ORCiD associated with all products and places (profiles, signature lines, webpages)
- Appropriate placement – profile sites, open access, Google Scholar Profile
- Use the tools to manage and curate brand YOU

Help from University Libraries

Best Practices for the Use of Scholarly Impact Metrics (located in OAKTrust)

Office of Scholarly Communication

Your Subject Librarian or

Graduate Studies Librarian, Kathy Anders -
kanders@library.tamu.edu

Questions?



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